

Answers to questions submitted by vendors in response to MDAH's Bicentennial Marketing RFP

1. Whether companies from Outside USA can apply for this?
(like, from India or Canada)

Yes

2. Whether we need to come over there for meetings?

Yes, you will need to come for an interview and subsequent meetings if your firm is chosen

3. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

Yes, although again, you would need to travel here periodically

4. Can we submit the proposals via email?

No, you must submit your proposal according to the procedure spelled out in the RFP

5. The committee responsible for the marketing campaign is the bicentennial committee; however, as the year of the bicentennial will be over at the end of 2017, is the goal of this particular promotion specifically to promote the actual bicentennial celebration, or general promotion of the state to outside markets beyond the bicentennial window?

The purpose is promotion of the state to markets outside Mississippi (not promotion of the bicentennial celebration).

6. Should the focus of creative and targeting strategies be solely on the bicentennial? The Museums? Or overall leisure travel? (or all three)?

The focus should be on overall leisure travel, including the Two Museums. The focus should not be on the bicentennial.

7. Do you have a preference on utilizing a specific percentage of traditional/print vs digital solutions for this project?

We are interested in the recommendations of the firms submitting proposals. We have no specific percentage in mind.

8. What are the media planning responsibilities of the agency awarded this contract?

To develop and implement a marketing plan that promotes Mississippi attractions to markets outside the state.

9. Who is your current agency of record?

While the contract will be with the Department of Archives and History, the marketing effort will be not just for this agency but for the entire state, including MDAH sites and other sites. This is a new initiative, separate from MDAH's ongoing marketing. No firm has previously been engaged for this work.

10. What other agencies are working with you currently?

None.

11. What are you currently doing in regards to marketing for MDAH?

N/A

12. What areas are you satisfied with your current agency and current marketing efforts?

N/A

13. What are areas that are not being done for you that you want to add, or not being done at the level and outcomes you want?

N/A

14. Why are you searching for a new agency?

N/A

15. Right now, you all have a Facebook page, but are you interested in creating and promoting via other social channels (Twitter, Instagram, Snapchat, etc.)?

N/A

16. Who is currently handling your social media?

N/A

17. Will the agency selected for this account be handling social media? If so, what will be the responsibilities of the selected agency as they relate to social media?

Proposals should include a social media plan to be executed by the firm if selected.

18. Will the agency selected for this account be handling website updates? If so, what will be the responsibilities of the selected agency as they relate to your website?

There is no existing website for this marketing initiative.

19. Can you share your current marketing plan?

N/A

20. Do you have specific target markets in mind? If so, can you share them?

The proposals should identify target markets.

21. What does success look like to you in terms of specific goals, visitation numbers, etc.?

The ad campaign should produce a measurable increase in visitation to Mississippi from out of state. The proposal should state how success will be measured.

22. What is the relationship between MDAH and the individual CVBs throughout Mississippi? Do you all share any responsibilities or initiatives, or do you operate separately for the most part?

The committee selecting the firm includes the director and board chair of the Mississippi Tourism Association, which represents CVBs across the state. The committee also includes the director of MDAH, the director of MDA Visit Mississippi, and other members of the Bicentennial Commission.

23. What is the potential role of individual CVBs throughout Mississippi in this campaign?

See above.

24. What is the relationship between MDAH and Visit Mississippi? Do you both target the same audience and markets, or different ones? If different, please specify.

MDA Visit Mississippi and MDAH are separate state agencies that work in close partnership. This campaign should complement the marketing done by MDA.

25. What is the potential role of Visit Mississippi in this campaign?

See previous answers.

26. How will agency partner be paid? Will you pay upon invoice or only after invoice has been paid by the agency partner?

MDAH will not pay for all services in advance of the campaign. Invoicing will be based on the selected vendor's marketing plan and will be expected in stages or deliverables. The selected vendor will invoice MDAH in stages for its professional fees separately from all third party pass through costs. MDAH will pay invoices to the selected vendor for all third party pass through costs as these expenses are incurred by the vendor. MDAH will require adequate supporting documentation for these third party pass through costs.

Payment terms will be detailed during contract negotiations with the selected vendor.